Are we building Strong Economies in the Districts?

FPDA’s Contribution through Value Adding, Food Processing and Industry Development
Outline of Presentation

i. Mandate of FPDA
ii. Value Adding
iii. Food Processing
iv. Industry Development
v. Capacity of FPDA
vi. Dialogue with Districts
vii. Partner with Both Rural & Urban Districts
viii. Summary
Mandate

• FPDA’s current mandate is in delivering Quality Fresh Produce to Market.

• It involves:
  – involves linking farmers of Fresh Fruits & Vegetables to markets
  – providing business information
  – introducing new varieties
  – improved production methods and skills.
  – Taken steps towards Value addition & Processing
Value Adding of Fresh Produce

• Market for Village Farmer (MVF) Project has;
  ➢ improving Grading & Packing of Produce
  ➢ Aggregating Produce in Cool Storage Facilities
  ➢ building Cool Chain into the Fresh Produce Supply Chains.
  ➢ Dedicated Refrigerated Trucks to Freight Fresh Produce
Food Processing

• FPDA promoted Potato & Sweet potato Varieties;
  - chipped in Kaibars
  - recently chipped at Pangia Factory
Sweet potato Flour
(Banz-Grassroots Women)
Galip Products by MVF Project
(SISAL - Madang)
Galip Products by MVF Projects
(Frangipani Ltd, ENBP)
Downstream Processing in MTDP IV

- In Agriculture, the downstream processing opportunities lies in Coffee, Cocoa, Coconut / copra, rubber, spices, fruits, cassava, potatoes and fresh produce (MTDP IV, page 123).
## KPIs for Fresh Produce Industry
(MTDP IV page 101)

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Industrial Development

✓ FPDA has taken strong steps to develop three crops into Industries of their own.

✓ These crops;
  – Potato Industry
  – Sweet Potato Industry
  – Bulb Onion Industry.
Consult Districts

• Purpose – meet District Officials and demonstrate FPDA’s Services & Products

• Intention – To develop Horticulture Crops and Products in the Districts using their PIP Funds.
FPDA Products

✓ Extension Notes (SBK) & Technical Bulletins
✓ Crop Training Manuals
✓ New Improved Crop Varieties – i.e. Bulb Onion
✓ Clean Seed – potato and PT sweet potato
✓ New Technologies – i.e. Solar Driers
✓ Value-added Products – i.e. Sweet potato Flour
FPDA Services

✓ New Production Methods
✓ Building Model Farms
✓ Fresh produce Marketing Skills
✓ Business Skills to enhance Profits
✓ Improved Post Harvest Skills
✓ Value Adding technologies
✓ Food Processing Skills
Dialogue

- Information Sharing and Ideas
- Getting Feedback from Districts
- Exploring Opportunities and Feasibilities
- Open to Partnership in Agriculture Development in Rural Districts
FPDA Capacity

• Quality Staff
  – Production Advise and Training
  – Post Harvest Training
  – Market Advise & Business Skills
  – Food Processing / Value Addition
Products and Skills for Urban Districts

- production and marketing of high-value fruits & vegetables
- efficient peri-urban gardening
- marketing and business skills
- VEW Women Farmers wholesaling to Marketing Women.
- Processing & Selling fruit juice & Jam of mango, pineapple and watermelon
Products & Services for Rural Districts

• Production of durable crops such as garlic, bulb onion, and irish potato
• Processed dried fruits such as banana, mango etc
• Processed dried nuts such as Galip, Okari, Karuka etc
• FPDA staff working with Depts of Health & Education teaching Improved Food Nutrition Intake for children and mothers.
Summary

✓ FPDA must build District Economies through Partnerships
✓ Aiming Import Replacement & Export
✓ FPDA has Products and Services to Offer
✓ Target both Rural and Urban Districts
✓ Income generation and Reducing Malnutrition remain big Goals for Districts